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Trucks.com Article on Autonomous Trucking First Up for Forbes Content Distribution Agreement

TAMPA, Florida — March 14, 2016 — Trucks.com, the trucking news and analysis site, announced today it entered a content distribution agreement with powerhouse online business magazine Forbes.com. The startup website will provide featured content to the publication's Logistics and Transportation pages.

"Our goal is to make trucking industry news accessible to a wide audience of thought leaders," said Jeremy Anwyl, CEO of Trucks.com. "I can think of no wider audience of leaders than the 80 million readers that rely on Forbes for intellectually stimulating content."

The inaugural Trucks.com article to be published on Forbes.com is about U.S. Army plans to test autonomous trucks on public roads in Michigan this June. The autonomous convoy test provides a glimpse into a possible future with driverless vehicles in the commercial trucking industry. The technology could pose an answer to a number of issues the industry is facing, like a driver shortage and more stringent safety regulations.

"There's a good argument to be made that autonomous vehicles will achieve widespread adoption in the trucking industry before the technology is accepted by the public at large," Anwyl said. "Trucking is a small share of this nation's traffic, so it's like a micro-laboratory where we can learn how to achieve optimal safety before self-driving cars are fully introduced into consumer market."

The article is available here <http://www.forbes.com/sites/trucksdotcom/2016/03/13/u-s-army-truck-test-could-accelerate-autonomous-driving/#2c2d5eaa2c16>. Trucks.com will publish weekly to Forbes.com, and future articles will include thought pieces on [government mandates](#), advanced technology and the future of the industry.

The announcement follows Trucks.com's public [preview announcement](#) March 1. The startup's editorial team is led by veteran journalist Jerry Hirsch as editor and vice president of content and

boasts accomplished writers, including John O'Dell, formerly of Edmunds.com and the *Los Angeles Times*, and [Jaclyn Trop](#), who has been published in *The New York Times*, *The New Yorker*, *Marie Claire* and other major publications.

Forbes is a world-renowned brand that reaches more than 80 million people worldwide with its business message each month through its magazines and 37 licensed local editions around the globe, Forbes.com, TV, conferences, research and social and mobile platforms. Forbes.com garners 27 million unique visitors per month.

About [Trucks.com](#)

Technological change, increased regulatory requirements and escalating cost pressures are combining to reshape transportation and shipping at a pace not seen in a century. This will lead to new ways of thinking and revolutionary breakthroughs in the industry. [Trucks.com](#) will chronicle this change, reporting on developments and providing insights from widely recognized leaders in the trucking world. We plan to fuel your mind for the exciting road ahead.

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